DOCUMENT RESUME

ED 051 026 SO 001 270

AUTHOR Kuvlesky, William P.
TITLE Modes of Sociological Behavior: The Emerging Pattern.
PUB DATE 13 Mar 71
NOTE 11p.; Paper presented at the Annual Convention, Texas Academy of Science, Nacogdoches, Texas, March 13, 1971

EDRS PRICE EDRS Price MF-$0.65 HC-$3.29
DESCRIPTORS *Models, *Research Methodology, Research Problems, *Social Sciences, *Sociology
IDENTIFIERS Social Science Research, *Sociological Studies

ABSTRACT

The purpose of this presentation is to describe the current methodological emphases in Sociology and to speculate on emerging patterns that will form the nature of Sociology in the future. This is done systematically through an analytical framework outlined in Diagram 1. In addition, he examines the problems and potentials for interdisciplinary efforts involving other related disciplines. It is observed that a state of methodological pluralism continues to persist today characterized by a number of overlapping special methodologies that can be subsumed under two more general orientations: empirical emphasis and the rational emphasis in Diagram 2; the former still predominates but is giving ground to the latter. In an "Outline of Observation" he abstracts and generalizes the current predominant emphases and describes the major emerging patterns of change. He predicts that pluralism will persist and become desirable. A selected list of relatively current materials relevant to this subject is provided. (Author/SBE)

ED051026

SP 004 270

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

JUN 7 1971
ERIC CLEARINGHOUSE FOR SCIENCE EDUCATION

RECEIVED
APR 21 1971
NMSU
E.R.I.C.

MODES OF SOCIOLOGICAL BEHAVIOR: THE EMERGING PATTERN*

William P. Kuvlesky
Texas A&M University

*Presentation given at the "Methodology of Social Sciences" Session, Section V of the Texas Academy of Science annual meetings, Nacogdoches, March 13, 1971.

Abstract*

The purpose of this presentation is to describe the current methodological emphases in Sociology and to speculate on emerging patterns that will form the nature of Sociology in the future. This will be done systematically through an analytical framework outlined in Diagram 1. In addition, I intend to examine the problems and potentials for interdisciplinary efforts involving Sociology and other related disciplines.

It was observed that a state of methodological pluralism continues to persist in Sociology today characterized by a number of overlapping special methodologies that can be subsumed under two more general prevailing sets of methodological orientations -- "Empirical Emphasis" and the "Rational Emphasis", Diagram 2. The former still predominates but is giving ground to the latter. In an "Outline of Observations" I have attempted to spell-out relatively specifically the current predominant emphases in Sociology and describe the emerging patterns of change in these. The necessity to abstract and generalize the major patterns in this analysis should not lead one to believe that Sociology is becoming less hetergeneous in its methodological orientations -- it is not. In fact, it is my prediction that, not only will methodological pluralism persist, but that this state of affairs will become accepted as desirable. This, in turn, will reduce the sometimes highly emotional confrontations of contending methodologies.

A selected list of relatively current materials relevant to this subject has been provided for those who care to check the validity of my observations or to pursue the subject further.

*I would like to acknowledge the influence of my mentor and colleague, Dr. Robert C. Bealer of Penn State, on the development of the analytical tools used here.

Diagram 1. Analytical Framework for Meta-Sociological Investigations

A. What is to be studied?		B. How is it to be studied?							C. Why is it to be studied?
Unit of Study	Unit of Observation	Use of Theory	Induction vs. Deduction	Description vs. Generalization	Mode of Observation	Type of Measures	Causation vs. Association	Mode of Analysis	Meliorative Concern
1. Normative Statements (What Sociology should be.)									
2. Objective Patterns (What Sociologists do.)*									

*The presentation will focus on observations of objectively determined behavioral patterns of the present and proposed emerging trends that project the future.

Diagram 2. The Two Predominant Methodological Patterns Existing in Sociology and Projections for Change.*

Methodological Consideration	Empirical Emphases (Predominant)	Degree of Change Predicted	Rational Emphasis (Not Predominant)
Use of Theory	Negative	+++ →	Positive
Induction-Deduction	Induction	++ →	Deduction
Generalization	Idiographic	+++ →	Nomothetic
Mode of Observation	Survey Case Studies	+ →	Direct Observation (Subjective)
Measurement	Quantitative	±	Qualitative
Causation	Negative (Correlation)	+ →	Positive
Modes of Analysis	Multiple Variable Statistical Designs	±	Typological
Unit of Study	Aggregates Micro Systems	+ →	Social Systems Macro Systems
Unit of Observation	Individual	+ →	Analytical Units of Systems

*For supportive statements see the following references: Friedrichs, 1970; McCartney, 1970; Duke, 1967; Glaser and Straus, 1967; Hammond, 1964; Falding, 1963; Zetterberg, 1963; Sjoberg, 1959; and McKinney, 1957.

Outline of Observations

	Present	Future
A. Units (What?)		
(1) Of Study	Sociological "nominalism" prevails. Aggregates of individuals are studied for the most part. Most study of social units is concentrated on micro units (i.e. families, associations, or contrived small groups)	More emphasis on: Communities Cultural Regions Societies Interspecies Comparisons
(2) Of Observation	Individual behavior and traits Interpersonal actions Role segments of micro units	More emphasis on: Analytical units of macro systems (i.e. social cohesion, social mobility, social strata) Concern with interpenetration of system levels and integration of units at any one level.

Outline of Observations (Cont.)

B. Methods (How?)	Present	Future
(1) Use of Theory	A dichotomy tends to exist between theorizing and observation. Theory brought into research mostly ex post facto. Much of what passes as theory is made up of conceptual and typological efforts. Much problem oriented research is atheoretical	More emphasis on: Limited theoretical statements at a low level of abstraction. Research evolving as tests of hypotheses derived from abstract theory. Codification and synthesis of past research results in relation to emerging segments of theory.
(2) Induction-Deduction	Inductive-emphasis on "empirical generalizations" Emphasis on ex post facto theoretical interpretation of findings	More emphasis on completing deductive-inductive-deductive circle of inference. More stress on formalization of process of deductive derivations.
(3) Description-Generalization	Although a strong emphasis still persists for endless fact-gathering and a conservative orientation toward drawing broad generalizations, this is matched by an equal concern with the need to produce general statements of fact (that are time bound). Intensive, detailed description of cases is still common -- particularly in respect to study of Macro units.	Emphasis on placing need for generalization ahead of verification. Increasing concern with codification and synthesis of accumulated facts.

Outline of Observations (Cont.)

	Present	Future
(4) Mode of Observation	Predominantly strong emphasis on indirect survey techniques implemented by someone other than the analyst. General lack of attention to problem of validity.	More concern with utilizing several modes of observation simultaneously. More emphasis on direct observation by analyst. Increasing use of participation observation. Increased use of technical equipment to record behavior (with and without knowledge of subjects).
(5) Type of Measures	Predominant reliance on quantification in terms of nominal and ordinal measures.	Increasing use of qualitative distinctions. Quantification will still prevail and move in direction of a higher level of ordinal measurement, with some attempts to derive ordered metric scales for select variables.
(6) Causation-Association	Correlation Prediction	More emphasis on complex causation configurations and explanation. A greater number of longitudinal studies to facilitate drawing causal inferences.

Outline of Observations (Cont.)

	Present	Future
(7) Mode of Analysis	Statistical	More emphasis on interpretive analysis of qualitative variables.
	Simple two or three variable cross-classifications.	Statistical analysis will move to more complex multiple variable analyses ("path analysis") and stress magnitude of associations.
	Stress on establishing associations among variables.	More sophisticated use and evaluation of statistical techniques
	Easy reliance on results of statistical tests for judgmental decisions.	
(8) Meliorative Concern	Pretense of Value-free orientation toward research.	Certainly greater concern with practical significance of research results.
	Lack of explication of assumptions and possible researcher biases.	A greater tendency for researchers to make explicit values and assumptions.
(9) Interdisciplinary Research	Strong normative agreement on desire for interdisciplinary collaboration.	Increasing pressure from sources of support for social science research to develop collaborative inter-disciplinary programs.
	Lack of success in stimulating such action.	Inclinations of Sociologists toward this will become increasingly positive as they gain analytical tools and better measures.
	Tendency to attempt to merge models of individual disciplines into one inclusive model.	Emphasis will be on maintenance of separate but tangential disciplinary models.

LIST OF SELECTED REFERENCES
ON THE METHODOLOGY OF SOCIOLOGY

1971 Peter L. Berger, "Sociology and Freedom," The American Sociologist, 6 (February, 1971).

G. T. Nzgreen, "Interactive Path Analysis," The American Sociologist, 6 (February, 1971).

Gresham Riley, "Partisanship and Objectivity in the Social Sciences," The American Sociologist, 6 (February, 1971).

1970 Murray A. Beauchamp, Elements of Mathematical Sociology. New York: Random House, 1970.

Kai T. Erikson, "Sociology and the Historical Perspective," The American Sociologist, 5 (November, 1970).

*Robert W. Friedrichs, A Sociology of Sociology. New York: The Free Press, 1970.

*Carlo L. Lastrucci, "Looking Forward: The Case for Hard-Nosed Methodology," The American Sociologist, 5 (August, 1970).

James L. McCartney, "On Being Scientific: Changing Styles of Presentation of Sociological Research," The American Sociologist, 5 (February, 1970).

S. M. Miller and Pamela A. Roby, The Future of Inequality. New York: Basic Books, Inc., Publishers, 1970.

*Jack L. Roach, "The Radical Sociology Movement: A Short History and Commentary," The American Sociologist, 5 (August, 1970).

Andrew J. Weigert, "The Immoral Rhetoric of Scientific Sociology," The American Sociologist, 5 (May, 1970).

1969 Irwin Deutscher, "Looking Backward: Case Studies on the Progress of Methodology in Sociological Research," The American Sociologist, 4 (February, 1969).

Robert Dubin, Theory Building. New York: The Free Press, 1969 ("Interdisciplinary Research," pp. 243-249).

*Herbert Gamberg, "Science and Scientism: The State of Sociology," The American Sociologist, 4 (May, 1969).

David Gold, "Statistical Tests and Substantive Significance," The American Sociologist, 4 (February, 1969).

Scott Greer, The Logic of Social Inquiry. Chicago: Aldine Publishing Company, 1969.

Richard Robbins, "Who Will Liberate the Sociology Liberation Movement?", The American Sociologist, 4 (May, 1969).

*Muzafer Sherif and Carolyn W. Sherif (eds.), Interdisciplinary Relationships in the Social Sciences. Chicago: Aldine Publishing Company, 1969.

Andreás N. Maris Van Blaaderen, "Of Sociology and Science," The American Sociologist, 4 (May, 1969).

1968 Irving Louis Horowitz, Professing Sociology: Studies in the Life Cycle of Social Science. Chicago: Aldine Publishing Company, 1968.

1967 *Charles M. Bonjean, Richard J. Hill, and S. Dale McLemore, Sociological Measurement: An Inventory of Scales and Indices. San Francisco: Chandler Publishing Company, 1967.

James T. Duke, "Theoretical Alternatives and Social Research," Social Forces, 46 (June, 1967).

Neil Friedman, The Social Nature of Psychological Research: The Psychological Experiment as a Social Interaction. New York: Basic Books, Inc., Publishers, 1967.

Barney G. Glaser and Anselm L. Strauss, The Discovery of Grounded Threory: Strategies for Qualitative Research. Chicago: Aldine Publishing Company, 1967.

Gideon Sjoberg (ed.), Ethics, Politics, and Social Research. Cambridge, Mass.: Schenkman Publishing Company, Inc., 1967.

1966 Joseph Berger, Morris Zeldich, Jr., Bo Anderson, Sociological Theories in Progress. Boston: Houghton Mifflin Company, 1966.

*Richard T. Boyle, "Causal Theory and Statistical Measures of Effect: A Convergence," American Sociological Review, 31 (December, 1966).

John C. McKinney, Constructive Typology and Social Theory. New York: Appleton-Century-Crofts, 1966.

1964 Phillip E. Hammond (ed.), Sociologists at Work: The Craft of Social Research. New York: Basic Books, Inc., Publishers, 1964.

1963 Harold Falding, "Functional Analysis in Sociology," American Sociological Review, 28 (February, 1963).

Don Martindale, "Technical and Practical Limits to the Use of Mathematics in Sociology," Mathematics and the Social Sciences (June, 1963).

1963 (continued)

Hans L. Zetterberg, On Theory and Verification in Sociology. Totowa, New Jersey: The Bedminister Press, 1963.

1961 Hubert M. Blalock, Jr., "Theory, Measurement, and Replication in the Social Sciences," American Journal of Sociology (January, 1961).

1959 C. Wright Mills, The Sociological Imagination. New York: Oxford University Press, 1959.

Gideon Sjoberg, "Operationalism and Social Research" in L. Gross (ed.), Symposium on Sociological Theory. New York: Harper and Row, Publishers, 1959.

1957 *John C. McKinney, "Methodology, Procedures, and Techniques in Sociology," in Howard Becker and Alvin Boskoff (eds.), Modern Sociological Theory. New York: Dryden, 1957, pp. 186-210.

1956 Talcott Parsons and Neil J. Smelser, Economy and Society. New York: The Free Press, 1956.

1951 Daniel Lerner and Harold D. Lasswell (eds.), The Policy Sciences. Stanford: Stanford University Press, 1951.

* My suggestions for initial readings for non-sociologists.